

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of claims:**

Claim 1 (currently amended): A method of establishing a customized electronic site for the purposes of providing products, the method comprising:

- a. obtaining over a network information specifying criteria ~~for~~ associated with the customized electronic site, wherein the criteria include a selection of products and descriptions; and
- b. using the information to automatically establish the customized electronic site, including automatically establishing a database containing the specified criteria.

Claim 2 (original): A method according to claim 1, wherein the information is obtained by a primary electronic site.

Claims 3-4 (cancelled).

Claim 5 (currently amended): A method according to ~~any of claims 1-4~~ claim 1, wherein automatically establishing a customized electronic site includes automatically establishing a database containing format preferences for the customized electronic site.

Claim 6 (currently amended): A method according to ~~any of claims 2-5~~ claim 2, wherein the primary electronic site includes a first selection/purchase engine.

Claim 7 (original): A method according to claim 6, wherein establishing a customized electronic site includes replicating the first selection/purchase engine for use by the customized electronic site.

Claim 8 (original): A method according to claim 6, wherein establishing a customized electronic site includes enabling the customized electronic site to use the first selection/purchase engine.

Claim 9 (original): A method according to claim 6, wherein establishing a customized electronic site includes providing a second selection/purchase engine for use by the customized electronic site.

Claim 10 (currently amended): A method according to ~~any of claims 1-9~~ claim 1, further comprising:

- a. obtaining a set of user ratings of the selection of products and descriptions over the network;

- b. analyzing the set of user ratings through a primary electronic site; and
- c. automatically suggesting products that confirm to a user's preferences.

Claim 11 (currently amended): A method according to ~~any of claims 1-10~~ claim 1, further comprising:

- a. obtaining a set of consumer ratings of the selection of products and descriptions over the network;
- b. analyzing the set of consumer ratings through the customized electronic site; and
- c. automatically suggesting products that confirm to a consumer's preferences.

Claim 12 (original): A method according to any of claims 10-11, wherein the analysis is performed with a preference analysis methodology.

Claim 13 (original): A method according to claim 12, wherein the preference analysis methodology includes a collaborative filtering process.

Claim 14 (currently amended): A method according to ~~any of claims~~ claim 1, wherein the network is the Internet.

Claim 15 (currently amended): A method according to ~~any of claims 2-14~~ claim 2, wherein the customized electronic site is part of a the primary electronic site.

Claim 16 (currently amended): A method according to ~~any of claims 2-14~~ claim 2, wherein the customized electronic site is separate from a the primary electronic site.

Claim 17 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of goods descriptions.

Claim 18 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of pre-specified goods descriptions.

Claim 19 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of services descriptions.

Claim 20 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of pre-specified services descriptions.

Claim 21 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein obtaining information includes providing over a network a template that elicits user-specified data.

Claim 22 (original): A method according to claim 21, wherein the template includes a web page.

Claim 23 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the customized electronic site pertains to customized goods and the criteria includes customization data pertinent to customizing the goods.

Claim 24 (original): A method according to claim 23, wherein the customization data includes a logo.

Claim 25 (original): A method according to claim 24, wherein the logo is transmitted via electronic upload.

Claim 26 (original): A method according to claim 24, wherein the logo is transmitted via facsimile.

Claim 27 (original): A method according to claim 24, wherein the logo is transmitted via e-mail.

Claim 28 (original): A method according to claim 24, wherein the logo is transmitted via electronic download.

Claim 29 (original): A method according to claim 24, wherein the logo is transmitted via regular mail.

Claim 30 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of pre-specified marketing materials that are transmitted across the network.

Claim 31 (original): A method according to claim 30, wherein the marketing materials includes advertisements.

Claim 32 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of links that are transmitted across the network.

Claim 33 (original): A method according to claim 32, wherein the selection of links includes data ports.

Claim 34 (currently amended): A method according to ~~any of claims~~ claim 32-33, wherein the selection of links includes information pertinent to the products.

Claim 35 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of linkages between a primary electronic site and the customized electronic site.

Claim 36 (currently amended): A method according to ~~any of claims 1-14~~ claim 1, wherein the criteria include a selection of linkages between the customized electronic site and resources pertinent to the customized electronic site.

Claim 37 (currently amended): A method according to ~~any of claims 17-18 and 23~~ claim 17, wherein the primary electronic site provides the selection of goods and effects delivery of the goods to a user in bulk.

Claim 38 (currently amended): A method according to ~~any of claims 17-18 and 23~~ claim 17, wherein the primary electronic site provides the selection of goods and effects delivery of the goods individually to a user.

Claim 39 (currently amended): A method according to ~~any of claims 19-20~~ claim 19, wherein the primary electronic site provides the selection of services and effects performance of the services for a user.

Claim 40 (currently amended): A method according to ~~any of claims claim 17-18, 23, and 37-38~~, wherein the selection of goods ~~are~~ is inventoried by the primary electronic site.

Claim 41 (currently amended): A method according to ~~any of claims 19-20 and 39~~ claim 19, wherein the selection of services ~~are~~ is inventoried by the primary electronic site.

Claim 42 (currently amended): A method according to ~~any of claims 17-18, 23 and 37-38~~ claim 17, wherein the primary electronic site provides the selection of goods and effects delivery of the goods to a consumer.

Claim 43 (currently amended): A method according to ~~any of claims 19-20 and 39~~ claim 19, wherein the primary electronic site provides the selection and effects performance of the services for a consumer.

Claim 44-56 (cancelled).

Claim 57 (currently amended): A computer program product for implementing the methods of any of claims 2-14 1, 2, 10 or 11.